



Capability Statement

UOW in Dubai

As the first international Australian university in the UAE, with more than 40 internationally accredited degrees from 10 industry sectors, the University of Wollongong Dubai (UOWD) is one of the region's oldest, most prestigious, tertiary institutions.

UOWD was founded in 1993 by the University of Wollongong (UOW) as a pioneering Australian initiative in the Gulf region. Today, it is a dual-accredited institution with over 2700 students from over 100 countries.

UOWD offers a wide range of undergraduate and postgraduate degrees in Business and Management, Finance and Accounting, Humanities and Social Sciences, Nursing, Computer Science and Engineering, tailored to meet the demands of the global employment market. Industry experts contribute to the integration of real-world practices with theory, preparing students to tackle complex business problems. Additionally, UOWD offers a wide range of language courses and communication development programs aimed at supporting the development of the UAE.

UOWD boasts a community of over 14,000 alumni and is dedicated to integrating teaching, research, and business linkages at both global and regional levels to provide economic, social, and cultural value.

FULLY ACCREDITED PROGRAMS

UOWD is a pioneer in the use of innovative and blended learning teaching in the higher education sector in the Gulf region. UOWD offers Bachelor's degrees that align seamlessly with those of the University of Wollongong Australia, allowing academically exceptional students to complete their degrees exactly as their peers in Australia. The University offers a range of distinctive foundational pathways to support students from over 20 international curriculums to access undergraduate studies. UOWD degrees are recognised within the UAE, the Gulf Corporation Council (GCC), and internationally, enabling further education and employment opportunities in both the private and public sectors.

All UOWD academic programs are accredited by the UAE Ministry of Education through the Commission for Academic Accreditation and UOWD is licensed by Dubai's Knowledge and Human Development Authority (KHDA). These programs are also recognised by professional organisations such as AACSB, ACCA, ACS, CIM, CIPD, CPA, Engineers Australia, PMI, and others.

Furthermore, UOWD programs are quality assured by UOW Australia, registered with the Tertiary Education and Quality Standards Agency, the national regulator of higher education in Australia. UOWD delivers an academic curriculum and teaching practices that reflect the high quality and standards of UOW Australia, a globally top-ranked university with exceptional graduate employment outcomes. The strong relationships established with higher education regulators KHDA and CAA have contributed to the success of UOWD in providing the highest standard of education to its students.

UNDERTAKING MAJOR TRANSFORMATION

The growth of UOWD parallels the expanding population of the UAE. With a deep understanding of the region, research capabilities, and the ability to produce skilled human capital, UOWD is equipped to offer expertise in many areas of interest to the UAE. To remain competitive in a dynamic market, UOWD has devised a transformation plan to boost student enrolments. As a part of this plan, UOWD is ambitiously rolling out new programs.

Built initially on strong offerings in Business, Management and Computing, UOWD started a new era of transformation of its offerings leading to comprehensive expansion to cater for changing demand in the UAE and the region characterised by a noticeable shift towards undergraduate programs and new areas of studies.

The transformation of UOWD offerings has focused on new undergraduate degrees aimed at equipping students with the skills needed in today's rapidly changing business environment. The University has expanded successfully into programs in Communication and Media, Education and Nursing.



Business Analytics degree programs at both undergraduate and postgraduate levels were designed to prepare students to develop skills in data analytics for business leadership roles. These programs are delivered in collaboration with the global analytics firm SAS, allowing students access to the latest software tools and technologies in analytics and the opportunity to obtain valuable professional certification.

The multidisciplinary Bachelor of Engineering (Honours) – in Mechatronic Engineering provides hands-on experience across Electrical Engineering, Mechanical Engineering, and Computer Science. This multidisciplinary engineering program is in high demand for its applications in areas such as Industry 4.0 systems, Internet of Things, and Robotics.

In 2023, UOWD will be launching a flagship postgraduate program in Digital Transformation in collaboration with IBM. The program aims to equip students with the knowledge, skills, and mindset required to lead and drive digital transformation initiatives across various industries. Graduates will be capable of driving innovation and creating sustainable solutions by utilising digital technologies effectively and aligning business and IT strategies.

CAREER READINESS

The official graduate employment survey conducted regularly by the UAE Ministry of Education is constantly showing the employability of UOWD graduates as one of the strongest in the country. UOWD's commitment to career readiness is reflected in its graduates, with 84 per cent employed within six months of graduation.

UOWD prioritises the professional development of students and provides a range of programs and resources through its Career Services, in collaboration with UOW and industry partners in the UAE. Students are provided with tailored career guidance, participate in workshops and events, and connect with industry professionals to build their employability skills.

The UOWD Annual Career Fair is a key event, bringing together employers from diverse industries to showcase potential career paths and connect with prospective recruits. Industry partners are also invited to hold recruitment sessions on campus and offer internships and employment opportunities.

To further support career development, UOWD introduced the Abintegro Career Development Platform. This platform empowers students to gain the skills they need to succeed in their chosen career paths by offering branded professional content and tools that can be easily accessed online.

Additionally, the student job portal is a valuable resource for finding internships, part-time work, and graduate vacancies.

DIVERSITY IN RESEARCH

UOWD's vision is to promote a culture of research innovation and collaboration and establish the University as a leader in research excellence that brings sustainable benefits to business and broader society in the region. Research, teaching and community engagement are the three pillars on which universities contribute to society and earn their reputation. All staff at UOWD are passionately committed to these academic activities.

Research activities at UOWD span a range of disciplines in the fields of business, information technology, education, environmental science and social sciences.

To achieve this, the University invests in its international research presence through various initiatives, such as supporting interdisciplinary and intercampus activities, cross-campus collaborative research projects, global joint supervision of doctoral students, and funding joint cross-campus research projects.

One notable example of UOWD success stories in Research is the success of researchers from the Faculty of Business who recently obtained a major research grant from the UAE Ministry of Education worth up to AED 7 million over a three-year period including PhD Scholarships opportunities. The proposal titled 'Resilient Agri-food Dynamism through evidence-based policies (READY) was developed written in collaboration with the International Centre for Bio Saline Agriculture (ICBA) and the UAE University (UAEU). READY examines the global drivers of change and assess their impact on the UAE food system including the society and the dietary habits of the UAE consumers. READY aims to develop a set of innovation-driven tools such as a vulnerability assessment tool, a set of policies, an early



warning system, and a roadmap towards strengthening the resilience of the UAE food system.

One other notable example of a cross-campus project, spearheaded by researcher from UOWD, focuses on academic integrity as a key competence for sustainable development and UNSDGs. This project boasts a global team with members from Dubai, Malaysia, Australia, and the European Network for Academic Integrity.

The University's investment in research has led to a 175 per cent increase in publications in the Scopus database over the past five years, with most of the research output being published in high-quality academic journals (first quartile). This increase represents a 280 per cent rise in high-quality publications over the same period.

UOWD's research activities maintain collaborations with a broad range of organisations such as ADNOC, Arabtec, Dubai Chamber of Commerce, Dubai Municipality, Dubai Quality Group, European Foundation of Quality Management, and Maersk.

RESEARCH PROJECTS

UOWD is dedicated to fostering innovative research across multiple disciplines, reflected in the diverse range of research projects undertaken by its academics. The University's research activities encompass fields such as business, information technology, education, environmental science, and social sciences.

Several ground breaking research projects are being conducted at UOWD, such as the development of artificial intelligence-guided water planning and management for smart cities to sustainably manage water resources. Another notable project focuses on early detection of Parkinson's disease, in line with the University's commitment to global health and well-being research.

In 2023, a researcher from the Faculty of Engineering and Information Sciences was presented with the Research and Innovation Award 2023 by UAE Minister of Energy and Infrastructure for his groundbreaking research project titled: *Investigations on the Utilization of Palm Trees for Sustainable Construction Materials*. This project

comprehensively evaluated and provided technical guidelines on the utilisation of palm trees and their engineered components (fibres, biochar) for construction. The use of palm trees for sustainable construction materials can significantly reduce the carbon footprint of the construction industry while promoting the use of renewable resources. This solution aligns with the UAE's commitment to achieving a sustainable future and its vision of becoming a leader in green technologies.

UOWD aims to be a leading voice in the Middle East on a global scale by promoting research in sustainability and digitisation, and by offering solutions to complex societal challenges.

PARTNERSHIPS FOR INNOVATION

UOWD recognises the value of integrating real-world practices with theoretical knowledge, and industry partners play a crucial role in achieving this goal. By working with industry partners, UOWD students are equipped with the skills to tackle complex business problems.

UOWD has established partnerships with a diverse range of industry and business partners, including Abu Dhabi National Oil Company, China National Petroleum Corporation, Dubai International Financial Centre, and Emirates Islamic Bank, Majid Al Futtaim, Dubai Duty Free, Financial Audit Department of the Government of Dubai, Black & Decker among others. UOWD also maintains partnerships with academic institutions both in the GCC and internationally, such as BINUS University in Indonesia and the British University in Dubai.

In addition to its partnerships, UOWD offers executive training courses and knowledge exchange programs, enabling professionals to collaborate directly with the University to achieve their goals.

PARTNERSHIP FOR STUDENT MOBILITY

UOWD entered into a groundbreaking partnership with NCUK in 2021, making it the first university in the UAE to do so. This consortium comprises top universities, which strive to facilitate international students' admission to universities worldwide and assist them in their academic pursuits.

As part of this partnership, students can complete an internationally-recognised foundation course in Dubai, known as the International Foundation Year (IFY). Upon successful completion, students are guaranteed admission to a bachelor's degree program at UOWD or at an NCUK partner university in their chosen country. With over 40 partner universities worldwide and access to over 4000-degree programs, this offers students an excellent opportunity to further their academic careers.

Additionally, recognising the growing demand for skilled professionals in the global luxury market, UOWD has launched the Global Executive Master of Luxury Management in collaboration with MIP Politecnico di Milano's POLIMI Graduate School of Management in Milan. The program provides global exposure to students through study tours to prominent luxury destinations such as Milan, Paris, Geneva, and Dubai. The curriculum includes industry visits to factories, headquarters, exhibitions, and mystery shopping assignments, providing students with valuable insights into the luxury market.

COMMUNITY ENGAGEMENT AND ALUMNI

UOWD is committed to engaging with its communities through various events, including academic and recreational events, public lectures, and charity events such as the Mathalon Competition, Robotics Competition, Tech-G Summer Camp for Girls, Innovation Fair, and Industry Expert Lecture Series. The University's success is not only attributed to its academic excellence but also to its more than 14,000 alumni who hold prominent positions in public and private sector organisations worldwide.

UOWD has partnered with the Dubai Businesswomen Council to conduct the first study in the region aimed at enhancing career leadership development opportunities for women in the UAE. In addition, as part of its Industry Academia Interface in Classroom initiative, UOWD organises BrandX, a corporate innovation showcasing event that exposes students to the corporate world throughout their university journey, with participants including Samsung Corporation, DHL Couriers, OTIS elevators, SAP, Stanley Black & Decker, Dabur International, 3DX Technologies, and others.

UOWD is also involved in supporting STEM (Science, Technology, Engineering, and Maths) development in schools by consulting and offering advice on curriculum development for teaching programming, running competitions that challenge students' knowledge, creativity, and teamwork.

UOWD has the experience and expertise to offer in many of the areas of interest to the UAE due to its understanding of the region, research strengths, and capacity to produce skilled human capital.

CAMPUS OF THE FUTURE

In August 2020, UOWD unveiled its "Campus of the Future", marking a significant step forward in innovation and adaptation in the region.

Located in the heart of Dubai's dynamic education and training precinct, Dubai Knowledge Park, the Campus of the Future fosters knowledge sharing through academia-industry partnerships. The campus boasts a contemporary architectural design that combines traditional and innovative learning spaces, equipped with the latest technology and infrastructure to support blended learning - a mix of online educational materials and traditional classroom-based methods.

In addition to dedicated learning and meeting rooms, the campus features a range of student facilities and laboratories specialising in chemistry, thermodynamics, manufacturing, physics, robotics, media and communications, cybersecurity, networking, and gaming.

UOW AT EXPO CITY DUBAI

A grant from the Australian Government has enabled the University of Wollongong (UOW) to establish the Data Science, Discovery and Innovation Hub in the Australian Pavilion at Expo, Dubai. The primary objective of the Hub is to encourage research and innovation in the region and support UOW in creating an environment where other NSW educational institutions and NSW Government entities can showcase their education, science, and technology capabilities. By leveraging UOW's global presence, the Hub will become a focal point for showcasing excellence in research and higher education in the region, and will play a crucial role in promoting research, innovation, and knowledge exchange within and beyond the region.

UOW WELCOMES THE OPPORTUNITY TO WORK WITH GOVERNMENT AND INDUSTRY PARTNERS TO DELIVER EXCEPTIONAL OUTCOMES**CONTACT****Canio Fierravanti**

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